

ChatGPT and the hospitality and tourism industry: an overview of current trends and future research directions

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Abstract

ABSTRACT Since its launch, ChatGPT, an artificial intelligence chatbot developed by Open AI based on the premises of generative pre-trained transformer autoregressive language models, has gained widespread popularity and is making significant impact on society with its unique features, such as natural language processing and contextual awareness. ChatGPT is viewed as a major disruptive innovation that is likely to revolutionize the operations in many industries including the hospitality and tourism industry. The adoption of ChatGPT will result in substantial changes throughout the hospitality and tourism industry by disrupting how customer search for information, make decisions, and how businesses produce, create, and deliver customized services and experiences. This conceptual paper provides a comprehensive discussion on generative pre-trained transformers' (GPTs) benefits, and potential challenges and threats they pose to the hospitality and tourism industry. The feasibility of integrating GPT into different travel stages and decision-making processes is also discussed. The article concludes by proposing a potential future research agenda on using GPT in creating and delivering hospitality and tourism experiences, which can guide further advancements in the field.